

## Training: Fundraising for Non-Profits

Dates: 26 & 27 November 2018, Leiden, the Netherlands

# Fundraising for non-profits: Sustainable Networks & Associations



Target audience:

**Managers and Fundraisers from Non-Profit Organizations and Associations;  
Representatives of network organizations.**

### Trainers:

- Bernard Ross, Director of The Management Centre (=MC), one of Europe's leading fundraising consultancy experts (lead trainer)
- Liana Ghent, Director of ISSA (co-facilitator)

### General goals of the training

Raising funds is a priority for most non-profits. Fundraising for networks and associations can be different than fundraising for other non-profits. ISSA, a network itself, has therefore developed this training in cooperation with The Management Centre, to make sure it exactly meets your needs. The practical examples and approaches which will be shared will be relevant both for associations/networks and for other Non-Profits.

This two-day training is designed to help associations, networks and other non-profit organizations become more sustainable, by exploring how to successfully raise funds from private sources - Foundations, Companies and Individuals. We will look at how to do this nationally and internationally for your projects and even core costs. Participants will gain skills, knowledge and confidence to secure more resources, whether they are brand new to fundraising or have previous experience but want to improve their results.



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## Format of the training

The training will be engaging with a range of learning opportunities. It will involve:

- expert input
- sharing of experience
- interactive exercises
- case studies

It will be challenging and enjoyable - full of practical tips and techniques to use immediately and long-term. Participants will have access to a 100-page PDF manual sharing key ideas and strategies that they can take away and use to plan the future.

## What will you learn if you attend?

*After the training you will:*

- Have new skills and confidence to approach a wide range of donors and funders and secure support from them.
- Make a powerful and convincing Case for Support for the cause at the heart of your mission
- Understand how to access key sources of private support: individuals, corporations, Foundations
- Know how to make powerful communications in person, by proposals and online - choosing the correct approach

## Training Approach through key modules

The training will be tailored to best meet your needs. Upon registration participants will be asked to answer a few questions via an online survey, and the agenda will be adjusted based on their answers. Over two days we will cover 4 key modules:

### 1. Strategic Approaches

- Key principles in private fundraising: the golden rules
- 7 steps to developing a sustainable fundraising strategy
- How to identify key sources- online and through local research
- Building an attractive and compelling Case for Support for the Cause
- Creating powerful fundraising messages for your Network/Organization

### 2. Specific Sources

- Recruiting individual supporters as regular donors
- Attracting High Net Worth Donors to your cause
- Exploring the potential for online support through crowdfunding
- Securing sponsorship and Corporate Social Responsibility from companies
- Approaching foundations- matching their interests

### 3. Ensuring Donor Engagement

- Engaging support through your website
- Creating a stewardship and Donor Love strategy
- Developing a supporter journey for individuals
- Engaging members as donors
- Creating donor clubs for commercial sponsors

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### 4. Skills in asking for money

- Asking for high value support one to one
- Seeking support online or with direct mail
- Creating effective foundation proposals
- Negotiating for funds with companies
- Valuing sponsorship options

### Fees & Practical Information

- Fee for ISSA Members: **EUR 249,- ex. VAT**
- Fee for Non ISSA Members: **EUR 699,- ex. VAT**
- Duration of the training: MON 26th from 09.00 until TUE 27th 17.30
- Subject to room availability, ISSA offers her attendees a favorable discount on bookings at Hotel IBIS Leiden. Details will be shared upon registration.
- A detailed pack of training materials required will be sent to the attendee prior to the training date.
- Language of the training: The training will be conducted in English language only, no translation services are offered.